Health Promotion Resource Guide
Critical success factors: Weight Management Programs

The three most crucial elements of Weight Management Program (WMP) implementation are: planning, resources, and support.

Critical success factor #1: Planning
- Include all WMP stakeholders in the planning process: **partners** (those that carry out any part of the WMP), **decision makers** (leadership and resource managers), and **participants**.
- Plan for WMP marketing, implementation, and evaluation.
- Consider barriers to success. Strategize possible solutions ahead of time for those barriers.
- Do some homework so you can communicate the "so what?" of the WMP.
- Find out what has and has not worked in the past.
- Clearly define the target audience.
- Be flexible.

Critical success factor #2: Resources
- Resources are the "help" that you use to implement the WMP.
- Consider resources that are available, including people, space, equipment, and time.
- What local personnel are subject matter experts and can provide input or help with program implementation?
- Who can you partner with to make the WMP work?
- What are the sources for volunteers?
- What are the opportunities for equipment- or space-sharing?
- How can the WMP reach be maximized?
- The most effective WMPs use a multidisciplinary approach. Using many resources will strengthen the WMP and will address all the aspects of health behavior change.

HELPFUL HINT: **Always** tie the WMP to force readiness.

Critical success factor #3: Support
- Get and maintain support from Command and all the other people/departments/stakeholders that will be touched by the WMP.
- To get this support, do your homework and be able to describe "what's in it?" for everyone that is in the WMP support chain.
- To maintain support, continually market the WMP, evaluate program outcomes, and communicate WMP successes.

Bottom line

- Time spent in planning will always pay off later.
- Build partnerships and use all available resources to expand the reach of the WMP.
- Get buy-in and support as soon as possible from everyone with a vested interest in the WMP.
- Develop strategies to overcome barriers to WMP success.
- Always be ready to communicate to leadership the ways the WMP enhances force readiness.